



BRIEFING: JULY 2011 EXECUTIVE/ADMINISTRATIVE COMMITTEE MEETING
AGENDA ITEM #6

TO: Chairman Umberg and Committee Members

FROM: Jeffrey M. Barker

DATE: July 5, 2011

RE: Outreach & Communications RFP and Contract

Summary

Following discussions with Authority staff, Ogilvy PR Worldwide on 6/30/2011 submitted a letter of resignation to the Authority. The Authority now has need to obtain statewide outreach and communications services. This agenda item outlines the anticipated scope of services needed and the anticipated competitive bidding process to obtain those services.

Background

Current Contract:

Following a competitive bid process, in October 2009, the Authority Board voted to approve a staff recommendation to contract with Ogilvy PR Worldwide for statewide communications and outreach activities, bringing those services under the direct management of the Authority rather than as a subcontractor to the Program Management Team. The contract was not to exceed \$9 million over the course of 4½ fiscal years (to end June 30, 2014). Through May 2011, Ogilvy has submitted invoices totaling \$2.9 million. There are, therefore, approximately 3 fiscal years and approximately \$6 million remaining of that contract's capacity.

Outreach & Communications Organization:

The Authority's organizational structure for outreach and communications personnel is as follows:

- Each Regional Consultant (of which there are 10, each responsible for a section of the planned high-speed rail system) conducts or subcontracts for outreach services directly related to the California Environmental Quality Act [CEQA] and the National Environmental Policy Act [NEPA] processes.
- The Statewide Outreach & Communications contractor overlays those environmental review-related outreach efforts, providing regional representatives to coordinate with the 10 outreach teams, ensuring standardization, etc. as described in the attached draft scope.
- The Authority has a modest state staff of public information officers (currently a single PIO acting as press secretary, with budget authorization for two more positions).
- All efforts are overseen by the Authority's Deputy Executive Director for Communications and Public Outreach.

Proposed Scope:

The Statewide Outreach & Communications contractor should be responsible for determining a comprehensive communications and outreach strategy for reaching the broadest possible audience

with accurate information about the state's high-speed train project, its benefits and major decision points, and to use traditional and creative means of disseminating that information, while targeting key audiences with greater need for project information. The overall goal is to use communications and outreach to aid in the overall success of the high-speed rail project.

Attached is a draft scope of work to describe the objectives and broad tasks of the Statewide Outreach & Communications contractor.

Recommendation

That the Board authorize the Chief Executive Officer to undertake all that is necessary to issue and execute one or more Requests for Proposal (RFP) for Statewide Outreach & Communications services, collectively not to exceed the amount of \$6 million over 3 fiscal years (to end June 14, 2014), and further to authorize the Chief Executive Officer to work in an expedited manner to conclude a contract with the bidder which is evaluated as the best value.

Attachments:

- ✓ Draft Scope of Work